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30 June 1972

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Report on the Agency Drug Abuse Exhibit at
the American Medical Association Convention

1. This is a report on the showing of the Agency Drug Abuse Exhibit at the annual convention of the American Medical Association in San Francisco, 18-22 June 1972.

2. The Agency's exhibit was awarded First Prize, the Billings Gold Medal, in its class. A brief description of this award is attached. In essence, the Billings Award is for excellence in correlating facts on a subject and excellence in presentation. The medal itself is now being engraved and will be forwarded to the Agency. Also attached is a copy of

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3. A team of three OMS medical officers, [REDACTED]

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[REDACTED] accompanied the exhibit and were available throughout the entire showing to discuss the medical aspects, prevention, complications and treatment of drug abuse. They report that from the very beginning of the showing there was a remarkable and steady visitor response. Of the 10,101 physicians -- and their over 12,000 guests -- who attended the convention, our doctors estimate that up to 2,000 visited the Agency's exhibit each day. Also, from the very beginning there was a mounting number of invitations to show the exhibit at other professional meetings. Some of these, for example, are from:

American Academy of Family Physicians
American Academy of Pediatrics
American Hospital Association
International College of Surgeons
Connecticut Medical Society
North Carolina Medical Society
Puerto Rico Medical Society

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25X1A9a The attached pamphlet, Jargon of the Drug World, prepared by Dr. [REDACTED] and shown as part of the exhibit, was an item of great interest. There were 175 requests for mailing of this pamphlet.

25X1A9a 4. Although great credit is due Dr. [REDACTED] 25X1A9a and Dr. [REDACTED] for the outstanding manner in which they presented the Agency's exhibit at the AMA convention, several other Agency employees deserve special recognition in this highly rewarding effort; these are:

25X1A9a a. Dr. [REDACTED] of our Operations Division who originally conceived the Drug Abuse Exhibit and developed it to its present excellence;

25X1A9a b. Dr. [REDACTED], Chief of our Operations Division who provided overall supervision in the development of the exhibit;

c. Mr. [REDACTED] 25X1A9a of the Graphics and Visual Aids Staff, Printing Services Division, Office of Logistics who designed and built the exhibit. Their ingenuity and creative skill in pictorializing the ideas to be conveyed were truly superb. They also traveled to San Francisco to set up the exhibit.

d. There are also other people, too numerous to list here, who assisted in this effort. There were, for example, other employees of the Office of Logistics, employees of the Office of Special Activities and of the Office of Security who rendered critical service in crating, moving and safeguarding the exhibit in its movement to San Francisco and during the exhibition. We are very grateful to the Director of Logistics, the Director of Special Activities and the Director of Security for the services of all these people. We are also indebted to the Assistant to the Director for his invaluable counsel in press and publicity matters.

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Approved For Release 1999/09/26 : CIA-RDP78-06180A000300240022-5

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e. Finally, we in the OMS are deeply grateful to you and to the Director for allowing us the opportunity to venture into this new effort at relating to the public. Professionally we are extremely pleased with the result, and we hope we have contributed to the appropriate enhancement of the Agency's image.

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Acting Director of Medical Services

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OMS/ExO/ [REDACTED] :jv

Distribution:

Attachments

Orig & 1 - Addressee (w/atts)

1 - C/CD (w/o atts)

☒ 2 - D/MS Files (w/o atts)